



Guidance and Career Development Division

Educate. Advocate. Lead.

Greetings from your Division Vice-President—Dr. Raymond Davis, Jr.



In early March, I was pleased to represent the Guidance and Career Development Division (G&CD) at the 2013 ACTE National Policy Seminar (NPS). This opportunity enabled me to develop a whole new level of respect for the outstanding staff at ACTE headquarters. I had always heard that no educational association does a better job of legislative policy than ACTE. What a crew! I was exceptionally impressed with their efforts to prepare state teams for Capitol Hill visits, to provide NPS attendees with a thorough resource notebook on policy and current issues in Washington, and to bring in some of the most knowledgeable policy speakers in the nation to address the future of CTE. Thanks to our staff, the future looks bright! If you have never attended NPS, you owe it to yourself to attend in 2014. You will leave DC very proud of ACTE, its staff, our profession, and the outstanding job ACTE does in advocating for career and technology education!

The highlight of NPS surrounded the interviews for ACTE's new executive director. Narrowed from 120 applicants to three at NPS, I participated in interviewing each of the outstanding candidates. I am excited to inform you that the Board of Directors selected current ACTE director of finance LeAnn Wilson. LeAnn has been with ACTE for seven years during which time she was credited with leading a bold and well-organized financial turnaround for our association. She is dedicated to CTE and brings a passion for ACTE into her new position. Please join me in welcoming a highly professional and accomplished leader to the helm of ACTE, LeAnn Wilson!

I am pleased to report that ACTE responded very positively our G&CD Policy Committee's fine work on the ACTE Guidance Position Paper. An unanimous vote established the paper as the official reference on guidance for the association. This enthusiastic endorsement of our paper is a strong indication of the high level of value that ACTE places on guidance. Our division is very appreciative for the outstanding work of Dr. Bragg Stanley and Dr. Norm Gysbers for their writing of this important document. Thanks to them and the feedback of our Policy Committee, both the ACTE Legislative Team and the ACTE Board of Directors are empowered with valuable information of the role of guidance and career development within CTE.

The legislative news from NPS indicates that Perkins reauthorization may be up to two years away. Due to issues surrounding sequestration and the delays of other legislation scheduled for reauthorization before Perkins, it is possible that it might be late 2014 before specifics of Perkins reauthorization are revealed. Our ACTE Legislative Team is working long hours to ensure that all legislation will be beneficial to CTE. ACTE has created blogs on our website to allow members to follow all work our association does in legislative advocacy.

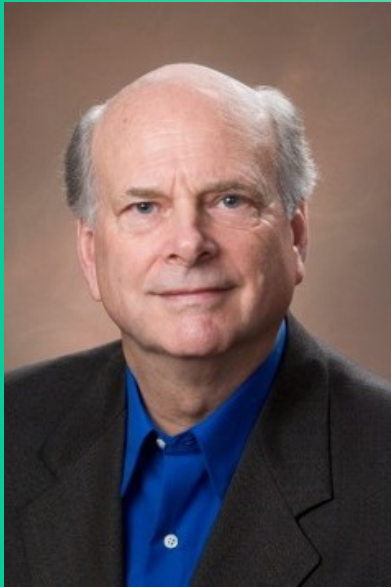
Our division is already preparing for Career Tech VISION 2013, December 4-7, 2013, in Las Vegas. Programming changes for this year include reduction of Deep Dive sessions to 90-minutes, a new focus on round tables, and programming that features collaboration between ACTE divisions. I urge you to get your program proposals in by the March 31 deadline. Our Policy Committee is busy reviewing your evaluations from our conference in Atlanta to design an even more exciting professional development experience for you at VISION 2013.

Don't forget to review the new ACTE website! You'll find it much more user-friendly and accessible. Check out our Guidance and Career Development Division page for updates and many new resources from VISION 2012 presentations.

Congratulations to LeAnn Wilson ACTE's New Executive Director! See page 11 for more information.

Thank you for your continue work in guidance and career development! I encourage you to get involved and help secure the future of guidance and career development in CTE through active participation in ACTE!

Ray



The Perfect Storm

Phil Jarvis, Director of Global Partnerships Career Cruising (careercruising.com)

Massive weather systems occasionally converge in extraordinary ways to create a "perfect storm" like Hurricane Sandy. Four labor force *megatrends* are now converging and creating a perfect storm in the labor market. These megatrends are:

The Great Recession: The global economy and communities across the country are weathering the worst economic downturn since the Great Depression. All levels of government are in record debt and trying to find a balance between budget cuts, program and service cuts, and economic stimulus. Recovery is slow and faltering, and companies are reluctant to invest in new people.

Shifting Demographics: The oldest baby boomers turned 65 in 2012. Many have already retired and an annual tsunami of boomers will retire over the next 20 years. This mass exodus of talent and experience will create new opportunities for young people and new challenges for employers seeking to fill talent voids. Birth rates have declined over the past 4 decades among whites. Fortunately, African and Hispanic American birth rates have not declined proportionately so America will have a steady supply of young talent. However, these groups have not enjoyed the same success rates as whites. This must change for businesses to get the skilled talent they need.

Upskilling of Jobs: New technology has rendered many jobs obsolete, enabled robots to replace people in others, raised skill requirements in all sectors, and produces new jobs every month. More education and skills are now demanded of workers in all jobs, especially in new and emerging STEM fields. Employers need people who can problem-solve and innovate, communicate and collaborate with others of diverse ethnicities, have a thirst for learning, and are responsible and dependable.

Despite high unemployment and underemployment, particularly among youth, employers in all sectors report challenges finding the talent they need to fill "mission-critical" positions. Many job-seekers will have to "upskill" to qualify for available jobs.

The economic consequences of un- and under-employment are staggering. Lost productivity and reduced competitiveness impact employers. Lost tax revenues, social assistance, corrections, stress-induced health costs alone run into \$billions annually. The human consequences are higher. The most effective way for governments to reduce deficits and debt, and for companies to increase productivity and grow, is to get the right people in the right jobs, fully engaged in creating economic prosperity for their companies, communities, and families.

(The Perfect Storm continued)

Unprepared Workforce. Too many of today's youth exit the educational system into un- or under-employment, often mired in debt, and unclear about their career prospects. They begin their careers in minimum wage jobs unrelated to their studies, with little prospect of paying off their student loans soon, let alone buying a car and home and beginning a fulfilling adult life.

Today's students need higher skill levels than any cohort before them. Yet, key 21st century skills employers now insist upon are not in the curriculum in most secondary and postsecondary programs. All job sectors experiencing growth require at least some level of postsecondary education, yet of 100 students in the 9th grade today, fewer than 25 will graduate on schedule with a post-secondary degree, diploma or certificate.

The portends are clear. Many students and adults risk becoming casualties of the perfect storm. A new paradigm of career and workforce development is required. Skilled career development facilitators and comprehensive career development programs and services are needed to support students at all levels of education as well as adult career seekers. Exemplary resources are available to clients and professionals but they are underutilized in many settings. Consensus on "promising practices" suggests the following 5 "foundational resources" are needed:

- Experiential career learning programs in kindergarten, primary, middle, secondary, and post-secondary schools that make career planning real and relevant;
- Comprehensive online career exploration and planning systems with current, accurate, comprehensive, and locally relevant career and labor market information;
- Electronic portfolio systems with completion standards for all grades set by school districts, and/or departments of education;
- Online course planning systems linked to student information (SIS) systems that enable students to select high school courses congruent with their career goals; and
- Online systems that connect students and adult job seekers to employers seeking talent. These connections can result in immediate hires, or mentoring, coaching, work experience, job shadowing, co-op placements, volunteering, community service, or part-time jobs so employers and career seekers can "test the fit" before committing to each other.

Without "whole-community" buy-in, use of even the best resources is fragmented and their benefits are less than optimal. Career Cruising is committed to partnering with educational, business, and community leaders to implement a whole-community approach to career and workforce development to assure prosperity for individuals, families, businesses, and communities despite the perfect storm.

A Perfect Storm PowerPoint and Rationale can be downloaded at:

<http://public.careercruising.com/us/en/blog/bl/2012/02/the-perfect-storm-4-workforce-megatrends-you-need-to-know-about/>

GUIDANCE/CAREER DEVELOPMENT DIVISION IS GROWING!

We Focus on YOU, the leader!

CTE programs across the United States have focused on equipping students with the technical and life skills to help them become productive citizens. At ACTE, we focus on equipping **YOU** with innovative tools, programs and best practices that will help **YOU** become leaders in developing America's future workforce.

Membership in our G&CD division is climbing! I extend a special "thanks" to each of our five regional representatives on our G&CD Policy Committee for their outstanding work on division membership. Their efforts have led to many new members joining our division. Have you renewed your membership? If not, I urge you to do so today!

Ray

If you know of a colleague who isn't a member of ACTE and our division, please share with them the 2013 Membership Application link below!

<https://www.acteonline.org/iwebredir.aspx?url=joinRenew/default.aspx>

A Member's Benefit of Joining ACTE

Add yourself to a worthy cause of creating awareness of the importance of CTE for students and for the Nation, and providing students with brighter career futures.

Gain a sense of pride and reward by making a real impact in the life of students and the entire CTE field.

Be at the forefront in legislative issues.

Contribute to the reduction of high school dropout by being an inspirational role model and educator.

Receive the latest professional development, best practices and access to new technologies that will help improve your classrooms and schools.

Help to sustain an organization that reaches more than 25,000 CTE professionals each year

Create networking opportunities with individuals who share similar interests in helping the CTE field and will help you to achieve your goals as a professional.

Receive monthly newsletters with organizational, legislative and CTE updates.

Receive a tax deduction for every donation you make to the CTE support fund.

Recruitment Tips

Recruiting new members is simple when you keep the following tips in mind:

Identify the best prospects. Review your network of colleagues, starting with those in your workplace, social network, and identify who most likely could benefit by joining ACTE. When meeting new individuals, consider asking them if they have heard about ACTE. Keep your “Ask Me About ACTE” pin visible at all times!

Know the real impact of joining ACTE. ACTE provides members with an opportunity to make a *real impact in a community in need*. The more familiar you are with information, the better equipped you will be to discuss these impacts with your prospects. Discuss why you are a member, and what you have found most rewarding by joining ACTE. Hearing your personal opinion and positive experience will influence their decision to join (credibility).

Keep marketing materials close at all times. Always keep ACTE’s brochures, membership forms, business cards, flyers, etc...on hand in your office, house, and especially when attending a professional event. If you need more materials, please contact ACTE at lperez@acteonline.org.

Focus on their career needs. Each individual has a different perspective when it comes to their reasons for joining a professional association. Ask questions about their career goals and what kind of organizations they are more likely to join. Usually, their past affiliations will shed light on joining motivations, but DO NOT determine future intentions of joining based on the past. Based on their answers, identify and highlight the high values of the potential impact they could generate in their lives and for the field through their membership. This is a perfect opportunity for you to give examples of how ACTE has impacted you.

Close with a plan of action. Once you have shared the information about ACTE with them, along with your experience, introduce the easy membership application process. Describe brief instructions about joining online or through a hard-copy application. Don’t forget to provide them with your name to ensure that you receive credit once they join. If given a hard-copy application, you may also want to provide the ACTE Web address so they can learn more about the Association, so they can follow up and review the real value of their potential membership.

Follow up. Touch base with them in a few weeks to politely inquire if they had the chance to join or if they have any questions. If they haven’t already joined, this follow-up interaction/conversation can serve as a reminder for them to do so. Finally, if they have already joined, nicely thank them and welcome them as an official supporter of ACTE.

YOU Inspire Us!

In 2012, with **YOUR** help and the help of your colleagues, ACTE was able to accomplish the following for its members:

Launched the only event on excellence in CTE, **ACTE's CareerTech VISION**. At this dynamic event, CTE professionals are able to take advantage of key business and industry connections, learn about the latest innovations in education, and network with more 4,000 colleagues and CTE leaders. Members learn firsthand how CTE is transforming the future for students, teachers, and the nation—and how they can help advance this movement!

Produced informative advocacy publications and Issue Sheets that are helping to shape policymakers' opinions about CTE. Recent publications include:

ACTE Issue Briefs: *CTE's Role in Urban Education* and *CTE's Role in Leadership Development*

Updated ACTE Issue Sheet and Program Profiles: "CTE's Role in American Competitiveness," "What is a Credential?" fact sheet, updated our "What is CTE?" fact sheet, and "CTE Today" fact sheet.

Launched **ACTE's Instructors Academy**, a powerful online professional development opportunity for Members through ACTE and Cengage Learning Partnership, a leading provider of innovative teaching, learning and research solutions for the academic, professional and library markets worldwide. This partnership between ACTE and Cengage allows members to develop new skills and knowledge in order to stand out in today's competitive job market, anywhere and at their own pace.

Launched **STEM Career SmartBrief**, a daily e-newsletter that brings the most important and timely news stories about ways to enhance career development and preparedness training for youths and adults.

Published **Building Advisory Boards That Matter**, a publication that will help you develop an effective board for your CTE program. In this book, you will also learn how to effectively engage key stakeholders, whether they are members of business and industry organizations, community groups, certification or postsecondary programs, parents, students or general citizens.

Initiated and advocated for **support of new reauthorization** recommendations for significant laws, including the Carl D. Perkins CTE Act, Elementary and Secondary Education Act and Workforce Investment Act, and served as your voice on Capitol Hill regarding significant legislation affecting CTE at the secondary and postsecondary levels.

Remained a **consistent presence on Capitol Hill and in federal departments and agencies** touting the need for funding and support for CTE; this resulted in the protection of Perkins' level-funding in both the House and Senate legislations.

Initiated a **new Industry Workforce Needs Council** composed of national business leaders who are promoting CTE as an answer to the skill gap.

Updated the CTE State Profiles providing easily accessible information to members and other interested parties concerning CTE in each state.

Promoted a common understanding of the true meaning of "career readiness" through involvement in coalitions such as the Career Readiness Partner Council.

Partnered with organizations working on the Common Core State Standards to ensure that CTE is included as Common Core implementation plans and assessments are being developed.

Kuder & ICCDPP Announce Collaborative Relationship

Kuder, Inc. (Kuder) and the International Centre for Career Development and Public Policy (ICCDPP) recently announced the formation of a new collaborative relationship. In a joint news release issued January 28, the organizations stated they are partnering "to improve, advance, and advocate for career development public policies, systems, and practices across the world."

Kuder and ICCDPP will work together on a number of projects related to international career development. According to Bethney Larson, division vice president of marketing and communications for Kuder, one of their first projects will include planning and preparation for ICCDPP's next international symposium, which will take place in the United States for the first time in 2015.

"We're anticipating a large turnout," said Larson. "The last symposium was attended by 127 representatives from 31 countries!"

Larson explained that the purpose of the symposium is to build closer dialogues and linkages between career guidance policy makers in the fields of education, employment, economic development and social inclusion, and with strategic professional leaders and researchers.

"The sharing of information, contacts, and expertise is critical to the development of policy and practice in career guidance," said Liz Galashan, chair of the ICCDPP International Executive Board. "We look forward to working together to enhance career development policy and practice globally."

"ICCDPP is recognized around the world as an authority on career development," said Scott Vandever, Kuder's division vice president of sales and support. Vandever, a Policy Committee member, said he looks forward to sharing knowledge from this new partnership at VISION 2013!

Kuder President Phil Harrington pointed out that the partnership coincides with the company's 75th anniversary celebration and the relaunch of kuder.com. "We are honored to add these significant milestones to our rich history," he said.

For more information about the ICCDPP, visit www.iccdpp.org. For more information about Kuder, visit www.kuder.com.

About ICCDPP: The ICCDPP is dedicated to improve policies, systems and practices for career development for citizens worldwide through international collaboration. The Centre provides evidence bases for policy decisions, policy related studies, policy examples and developments examples of good practices and services relevant publications. For more information, visit www.iccdpp.org.

About Kuder: Over the past 75 years, Kuder has provided comprehensive career guidance that has impacted the lives of more than 150 million people worldwide. Today, Kuder continues to provide evidence-based career assessments with customized, innovative, online solutions that reach career planners at all stages of life. For more information, visit www.kuder.com.

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(July 2012)

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Interested in sharing an article with the
Guidance/Career Development
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pictures to Beth Bronkar at



Association for Career and Technical Education Announces New Executive Director

The Association for Career and Technical Education (ACTE) is pleased to announce that LeAnn Wilson has been named the Executive Director for the association. Mrs. Wilson will lead ACTE in striving for the advancement of education that prepares youth and adults for successful careers. Mrs. Wilson served as Interim Executive Director for two months until her election to the Executive Director position by the Board of Directors.

Prior to serving as ACTE's interim and current Executive Director, LeAnn has been with ACTE since 2005 serving as the Chief Financial and Operations Officer. In this role, she was responsible for all financial and operational aspects of ACTE. Throughout her time with ACTE, LeAnn has been immersed in ACTE's core purpose and the CTE community ACTE represents.

LeAnn has served in a variety of financial positions during her 26 year financial career with the past 16 years in non-profit association environments. From 1996 to 2005, she advanced her career in Finance, ultimately serving as the Vice President of Finance and Administration for the Data Interchange Standards Association (DISA). LeAnn earned a Bachelor of Science degree in Business Management from the University of Maryland, College Park.

"We're so excited to have LeAnn on board as the Executive Director of the association. Throughout the search process, LeAnn stood out as someone with integrity, with passion for CTE and the association and a clear vision for leading the association to continued success. Having worked with ACTE a number of years, her knowledge of the organization and staff will be a great asset. The Board of Directors has full confidence that LeAnn Wilson will provide exemplary leadership in this new role," commented Karen Mason, ACTE President of the Board of Directors.

"I'm so honored to be given this opportunity to serve ACTE as the Executive Director. I committed to expanding the awareness of the importance and value of career and technical education to the nation. I look forward to working with the Board of Directors, staff and association members to ensure ACTE continues to be a valuable resource for CTE professionals across the country," added LeAnn Wilson.

Wilson succeeds Janet Bray, who served the association as Executive Director for eleven years. Bray stepped down as leader of the association in January.